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SHOWMAN\$HIP THAT \$ELL\$ FROM VALIANT

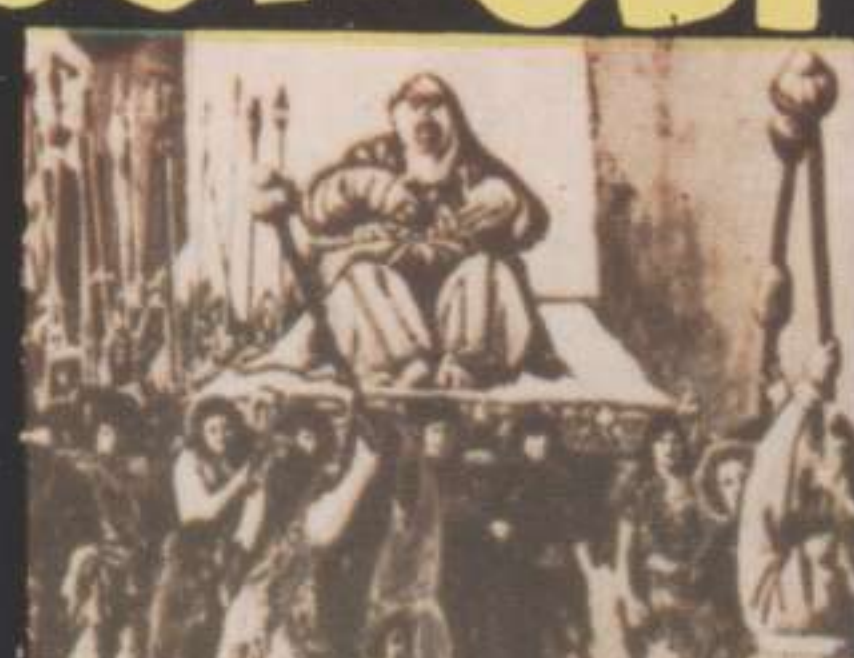
DYNAMIC IN CONCEPT! GIGANTIC IN PRODUCTION!



The Mountain of Living Men



The Deadly Dagger Dance



The 1,000 Pound Giant

THE SEVEN WONDERS
OF THE
MOTION PICTURE
WORLD!



The Ferocious Wind Demon



The Mightiest Warriors (Magic Sword)



The Charge of The Land Boats



SWORD and the DRAGON

A JOSEPH HARRIS - SIG SHORE Presentation • A VALIANT Release • In Full Color • Wide Screen •

VITAMOTION

THE SWORD and the DRAGON

A ONCE-IN-A-LIFETIME CAMPAIGN FOR A ONCE-IN-A-LIFETIME PICTURE!

AN UNFORGETTABLE STORY OF MEN AGAINST MEN AND MEN AGAINST MONSTERS KEYED TO TODAY'S MOTION PICTURE AUDIENCES!

SYNOPSIS

(NOT FOR PUBLICATION)

The village of Glodova is attacked repeatedly by the vicious Tugar hordes commanded by the evil Kalin. Paralysis keeps Ilya Muromets, a handsome and courageous giant of a man, from defending his village. He sits helplessly and watches as his beloved Vilia is carried off as a prize for Kalin.

A group of pilgrims arrive at Ilya's hut asking for water. They are carrying the Magic Sword of Invinsor, the fabled knight, who after a long life of noble deeds had asked them to pass the sword on to a strong and honorable warrior worthy of carrying it. They award the sword to Ilya and give him a magic potion to restore his strength. Recovered, he takes his mighty steed, Chestnut Gray, and sets out for the palace of the good Prince Vanda to enlist in the battle against the Tugars.

Along the way Ilya captures the ferocious Wind Demon who has long ravaged the land with his powerful whistle that can blow over entire villages and forests. Continuing his journey, Ilya finds the camp where his beloved Vilia is imprisoned. Almost effortlessly, he subdues her guards and arranges her escape.

At the Palace of Prince Vanda a huge feast is taking place. Mika, a traitor who has been giving information to the Tugars, had told Prince Vanda that he had killed the Wind Demon. To expose Mika's lie, Ilya produces the Wind Demon and has him give a demonstration of his powers.

At the end of the feast, Kalin's envoy a 1,000 pound giant, borne on the backs of 1,000 men, arrives and demands tribute. Ilya slays him and routs his guards. The grateful Prince Vanda gives Ilya a precious ring, makes him a noble and appoints him commander of the army. To protect Vilia, Ilya places her aboard a conveyer where she will be safe until Kalin is beaten. He gives her Prince Vanda's ring for the child they are expecting and asks her to name the child Little Falcon should she bear a son. But the treacherous Mika betrays the conveyer and after a bloody battle Vilia is again the captive of the Tugars. When word of this disaster reaches the palace, Mika convinces Prince Vanda that Ilya is a coward and should have accompanied the conveyer. The irate Prince has Ilya imprisoned in the dungeons with Mika as his jailor.

The captive Vilia bears a son, Little Falcon, who is adopted by Kalin. He grows to manhood ignorant of his true father and becomes Kalin's bravest warrior.

Without Ilya to lead them, the Prince's armies are severely beaten by the Tugars. Desperate after their many defeats, Princess Apaxia urges the Prince to release Ilya, the only one who can lead them to victory. The Prince orders Mika to free Ilya but Mika who has denied Ilya food thinks his prisoner has starved to death. However, a magic tablecloth woven by Vilia which produced food and drink at his command had kept Ilya alive. With Mika's treachery revealed, he is led off to the tar-pits and Ilya is restored as commander of the army. Flushed with victory, Kalin sends a delegation of Tugars demanding enormous tributes from Prince Vanda. To seal the bargain three wagons containing gold, silver and jewels must be delivered to the Tugar camp within three days. Ilya volunteers to deliver these but he has a plan. Heavily disguised, he packs the wagons with only a few baubles loaded in rotten sacks.

Arriving at the Tugar camp with near-empty sacks, Ilya convinces Kalin that the riches have been spilled along the way. When Kalin sends his warriors to look for the missing riches along the road, Ilya reveals himself and makes his escape. Enraged, Kalin orders his soldiers to follow Ilya but all save Little Falcon are mortally afraid of this giant. Little Falcon catches up with Ilya and engages him in a deadly combat but during the battle Ilya spies his ring on the finger of Little Falcon. When Ilya reveals himself as the boy's true father, Little Falcon joins the Prince's army to fight against the Tugars. His first mission is to return to the Tugar camp to release his mother.

In a massive battle, great armies and fighting landboats clash. As a last resort, Kalin releases the fierce, fire-breathing, three-headed dragon. The dragon almost turns the tide of the battle but Ilya and Little Falcon together succeed in killing the terrible monster.

With peace now assured and the tyranny of the Tugars broken forever, Ilya reunited with Vilia passes on the magic sword of Invinsor to Little Falcon.

(Prepared Review)

THE "SWORD AND THE DRAGON" A Massive Cast - A Mighty Legend

Rarely, if ever, has this reviewer been privileged to see a spectacle of the scope and sweep of the "Sword and the Dragon" that opened yesterday at the Theatre. The massive cast of 106,000 literally floods the screen with monumental battles and unmatched pageantry. Based on the legends of the magic Sword of Invinsor wielded by only the noblest of warriors, the "Sword and the Dragon" is a mighty saga of kings and conquerors, demons and dragons. It is folklore at its richest.

Ilya, a heroic giant of a man, whose beloved Vilia has been abducted by a band of marauding Tugars, is selected as the new bearer of the Sword of Invinsor. His mission is to rid his country of the tyranny of the plundering Tugar hordes led by the sadistic Kalin. After rescuing Vilia from the enemy camp, he subdues the ferocious Wind Demon whose rampages have leveled whole towns and forests. With Vilia and his captive, he heads for the fabulous palace of the good Prince Vanda to enlist in the battle against the Tugars. However, treachery, deceit and intrigue reign in the court of the unsuspecting Prince and soon Ilya is imprisoned in the palace dungeon and Vilia is again the captive of Kalin. After a series of severe military defeats, the enemy outside the gates and the city being attacked by the fiery three-headed dragon, Prince Vanda releases Ilya to lead his forces in the final stupendous battle. The climax, which will probably go down in the annals of motion picture history, is one of the most impressive battle scenes ever filmed. The screen swarms with thousands upon thousands of soldiers in an epic conflict which pits the forces of good against the forces of evil.

But, it is not just the climax that is breath-taking. All through the film unique screen wonders unfold before your eyes. There's the human mountain made up of 10,000 men, and the 1,000 pound Tugar envoy borne on the backs of a thousand men. There's the unforgettable scene of the landboats thundering across the horizon and the fantastic dagger dance of the Tugar priestesses.

The result is that the "Sword and the Dragon" is one of those infrequent films that will entertain and thrill the entire family. Youngsters of all ages will love the colorful action and the theme of knights and dragons. Adults will be gratified that the adult human drama is not sacrificed for spectacle. The excellence of the performances the superb musical score, the unmatched special effects, the magnificence of the costumes, the authenticity of the sets and the enormity of the cast, all contribute to making the "Sword and the Dragon" an unparalleled motion picture experience.

Filmed in wide-screen, color and the new magic of Vitamotion, the "Sword and the Dragon" is a Joseph Harris-Sig Shore Presentation released by Valiant Films. With a near-record budget of \$10,000,000, three years of research and two years of actual filming on location in Europe, this is perhaps one of the most carefully and elaborately produced motion pictures ever made. Statistics on the production are staggering. In addition to the cast of 106,000, there are 11,000 horses with an equal number of saddles, bridles, etc. There are 100,000 swords—to say nothing of bows and arrows, javelins, spears, clubs, maces, daggers, pike-staffs and cross-bows. Special mills and looms had to be set up for the more than 200,000 costumes, banners, tents, draperies, tapestries, etc. There is little doubt that a spectacle of such magnitude will be impossible to top.

Here is a picture with something for everybody. It has action, spectacle, color, romance, drama, suspense and intrigue. With a recent history of record-breaking openings in London, Paris, Rome and Moscow, the "Sword and the Dragon" could and should have a record-breaking success here too.



HUMAN MOUNTAIN. The cruel Tugar chief tells his men to build a living mountain as the battle goes against him in the "Sword and the Dragon." Scene Mat 2A

PUBLICITY

Screens True Seven Wonders In "Sword and the Dragon"

A motion picture of gigantic proportions, which includes seven wonders of the motion picture world never seen before, is the "Sword and the Dragon," which opens at the theatre on _____.

The super epic, produced in extreme wide screen, natural color and the latest and most exciting film process, Vitamotion, is being presented by Sig Shore and Joseph Harris and released by Valiant Films.

The "Sword and the Dragon" tells the story of Ilya Muromets, one of the most beloved heroes of Europe's mythological folklore. Certainly the biggest picture from the standpoint of cast and budget ever produced anywhere, the "Sword and the Dragon" took three years to research and two full years to film. Its cast comprises 106,000 actors and 11,000 horses. The certified budget was in excess of ten million dollars.

The story is the result of three years of intense research by thirty teams of experts in all phases of the life, customs, costumes and artifacts of the period. They found that the Ilya Muromets legends were spread over most of central and eastern Europe. The "Sword and the Dragon" is a compilation of the most popular of the legends.

The picture incorporates the most outstanding elements of the Muromets legends—seven in number—which, when seen on the screen, fill the audience with wonder, excitement and suspense sometimes bordering on disbelief.

These outstanding climaxes are billed as "The Seven Wonders of the Motion Picture World."

Foremost of them is the three-headed Flying Dragon which belches jets of scorching flames. The dragon, which Ilya eventually slays, is the most ferocious cinema monster ever created. It is no miniature. It is full sized—as described in the Muromets legends—with a wingspread of 55 feet. It contains all the machinery to actuate it within its body, including the flame-producing units, and the entire animal is controlled electronically by a special technician sitting at a console out of camera range.

HALF-TON GIANT

Another cinematic wonder is the half-ton man who is carried on a palanquin supported by 100 slaves. Starting as a giant of a man over seven feet tall, the makeup department converted him into a behemoth almost nine feet in height with a girth of eight feet. The giant is the envoy who comes to the palace to ask for surrender to the Tugar hordes.

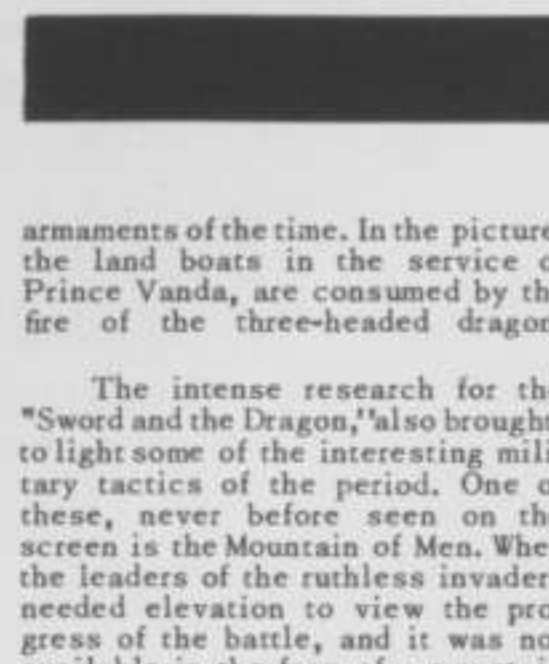
One of the outstanding thrills of the "Sword and the Dragon" is the Wind Demon, who, according to the legend, has a whistle with which he is able to blow down entire villages and uproot mighty forests. He wreaks havoc throughout the land until captured by Ilya, thus earning the gratitude of the good Prince Vanda.

Never before created on the screen are the famous land boats which played such an important part in the wars that took place in the 10th century in what is now the Caspian Sea. The researchers for the picture discovered these curious vehicles and they play an important part in the picture.

They are actually sea-going boats complete with oars and sails. They were also fitted with giant wheels. The boats were used to cruise the sea, and when necessary or the battle dictated, they were run up on shore and the wheels pushed by the vast crew that normally manned the sweeps. On land each boat was an actual moving fortress, quite safe from spears and arrows and other



CRUEL TUGAR. Kalin, vicious chief-tain of the Tugar hordes orders his warriors to attack in the "Sword and the Dragon." Scene Mat 1B



ARMAMENTS OF THE TIME. In the picture, the land boats in the service of Prince Vanda, are consumed by the fire of the three-headed dragon.

DARING DAGGER DANCE

Another of the seven wonders in the picture is the depiction of the many bizarre and curious ceremonies of the period, in particular the death dealing dagger dance. In it, a beautiful Tugar maiden dances on a slave-borne palanquin, with a sharp dagger in each hand. The dance, long forgotten, tells the story of the battles to come and features an amazing control of the razor sharp weapons.

The seventh wonder featured in the picture is the Magic Sword of Invinsor. This is an actual blade that dates from the period and is supposed to have magic powers. Through the use of the new filming process, Vitamotion, the Magic Sword, which has been given to Ilya Muromets to carry, performs many wondrous deeds. Actually it is a priceless instrument studded with gems and precious metals which has been in the National Museum of Warsaw for almost 200 years.

FEEDING ACTOR-ARMY PRESENTS A HUGE TASK

Feeding the 106,000 actors who appear in the "Sword and the Dragon" posed many problems since the location scenes, to be authentic, were far removed from any population centers. Truck gardens were planned to grow table vegetables. A herd of 200 milk cows was brought in and a model dairy was set up. Staples were brought in by a fleet of trucks over all-weather roads, especially constructed to the location sites. A commissary staff of six hundred persons prepared and served the meals and saw that they were served within the shortest period of time, since all the actors were needed at specific times, and had to be fed at one sitting.

In the seven months of location shooting, more than 7,500 tons of food was served. This amounted to more than 6,000,000 meals.

ASSEMBLING 11,000 HORSES A PROBLEM

Because Europe, which has become so mechanized on its farms and in terms of general transportation in the past fifteen years, the producers of the "Sword and the Dragon" had a difficult time assembling the 11,000 riding horses needed for the filming of the huge battle and migration scenes. Horses were recruited in seven countries and assembled over a four month period for the epic battle scenes in the picture.



HEROIC KNIGHT. Astride his trusty horse, Ilya, the hero of the "Sword and the Dragon," leads his warriors against the cruel Tugars. Scene Mat 1A

TOP-LINE STORES AND FEATURES ABOUT THE MOST AMAZING MOTION PICTURE EVER FILMED

AMAZING MONSTERS LIVE and DIE IN "SWORD and the DRAGON"

A completely new cinematic dimension has been achieved with the casting of the Wind Demon, the Thousand Pound Envoy and the three-headed, fire-breathing Flying Dragon in the "Sword and the Dragon," epic motion picture coming to the _____ on _____.

Presented in the United States by Sig Shore and Joseph Harris, and distributed by Valiant Films, the picture tells the story of Ilya Muromets, Europe's most beloved folkloric hero.

Because the Wind Demon, the Envoy and the Dragon play such an important part in so many versions of the legends, they were reproduced faithfully to the last bloodshot eye and horny talon. Realistic, that current motion pictures have been rated with all manner of monsters, demons and ogres, the producers of the "Sword and the Dragon," asked their design team to develop monsters that would be fierce and ugly and at the same time completely believable in both appearance and performance.

The Wind Demon, who plays an important role in the picture is the scourge of many Muromets legends. Because of his ugliness, the story goes, he was cast out of his village and fled into the forest to live. Seeking revenge on those who had banished him, he meets an evil witch who shows him how to produce a shrill, ear-splitting whistle and a wind blast capable of blowing down entire villages, tossing huge stones about as if they were pebbles and uprooting mighty forests.

In every tale, Ilya captures the vicious creature and is rewarded with a warrant in the army of Vanda, the reigning prince.

The Wind Demon is a middle-aged man who was fitted with a skintight plastic suit. The suit which covers the entire body leaving only the ankles, wrists and fingers free, is covered with stiff, matted hair.

The suit is double vented and contains several carbon dioxide cartridges similar to those used to inflate a flyer's safety jacket. These cartridges are hidden within the eerie hair. When given the signal to live, the Wind Demon commences to inhale and releases one of the cartridges, causing the suit to inflate, and he increases to twice his size.

INGENIOUS WIND DEMON When he starts his mighty whistle, he trips another hidden lever, and the suit is released from the suit as breath is exhaled. His terrifying appearance, particularly his face, is a tribute to the makeup artist. Huge bloodshot eyes look out of cavernous sockets; the nose is a protuberant blob with huge misshapen nostrils. The cheeks, a makeup man's masterpiece, operate like the double-ventilator body. A fine rubberized film is pasted over each cheek, connected with tiny air hoses into the mouth entering each side. As the demon breathes out, his breath is directed into the tiny hoses which blow up the cheeks to tremendous size.

The sight of this ugly monster, seeming to grow twice his size before your eyes as he inhales and prepares to lay waste entire cities and forests, is a once-in-a-lifetime theater experience.

The gigantic Envoy seen in the same picture is a true giant of a man. Europe was scoured until he was found working in a woods camp. He is over seven feet 6 inches tall. The makeup and transformation department performed miracles on him. While the actor in regular life weighed close to 350 pounds, the objective was to give him the appearance of a huge mountain of a man weighing half a ton.

This was accomplished by making a complete body cast of the man in plaster. After this hardened, the mold was filled with a series of conformations made from foam rubber which gave him an eventual girth of seven feet, an upper arm which measured 30 inches around and a calf which measured 42 inches.

The foam rubber transformations were cast and shaped and applied daily before shooting. Applying the huge foam rubber padding, which because of its weight weighed over 200 pounds, took up to three hours.

A special mask was cast for his face that fitted over his regular hands. The coverings gave him a hand measuring 17 inches across the palm and 24 inches from the tip of the extended thumb to the tip of the extended little finger.



DOWN WITH THE TUGARS! Victory is within their grasp as the mighty Ilya spurs his warriors on in their battle against the vicious Tugars. With the war won, peace returns to the land and the marauding Tugar hordes are no more. Scene Mat 2B

"Sword and the Dragon" Biggest Budgeted Picture In History

Leading film executives in the U.S. who have seen "The Sword and the Dragon," produced in color, wide screen and in Vitamotion, state that they have never seen a film of such epic proportions in the entire history of film making. Budgeted at the equivalent of ten million dollars, its 106,000 actors and 11,000 horses are used in scenes that could never be duplicated in the U.S. or European picture making. Had this picture been produced in the U.S. with equivalent values, the budget for it would have increased by 50 to 75%.

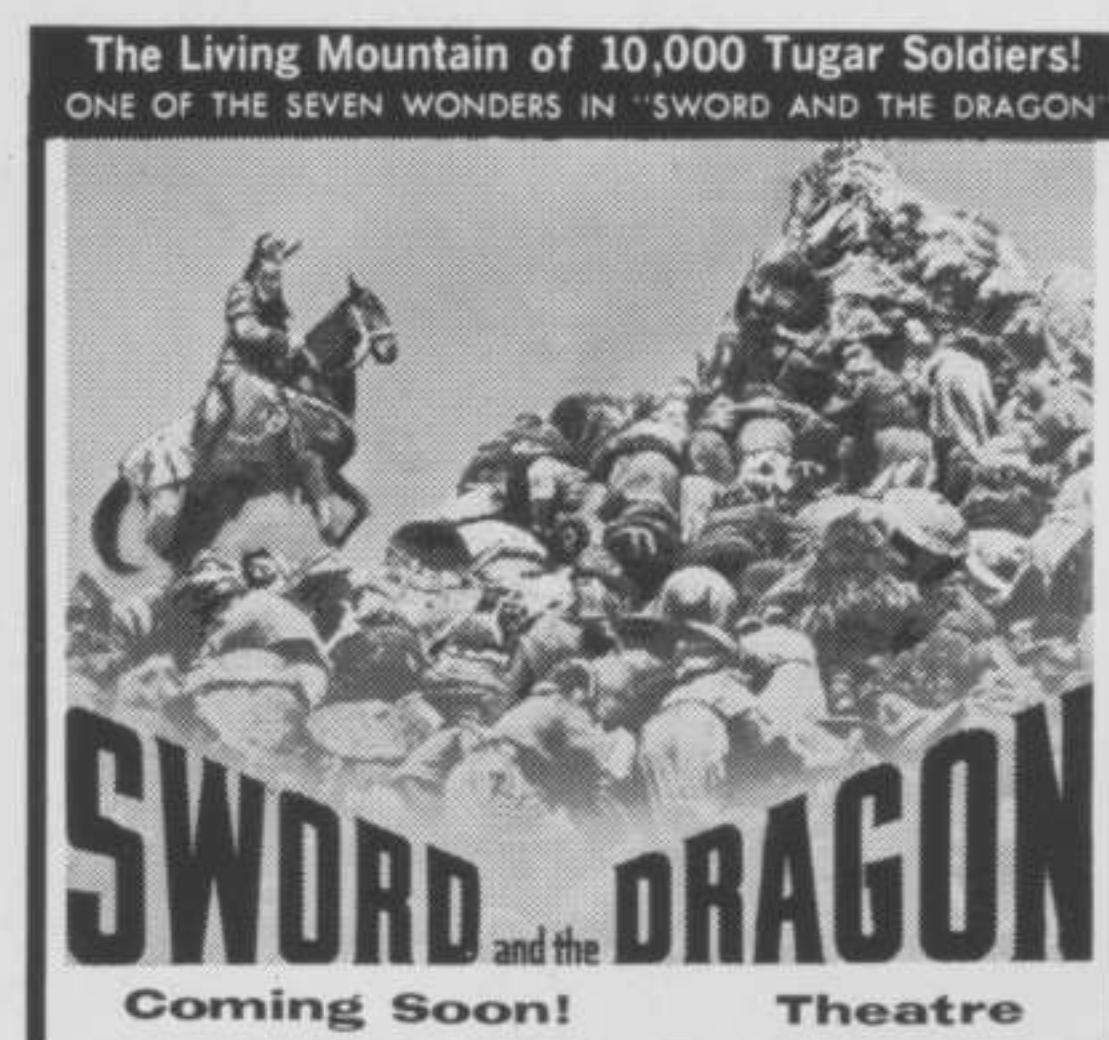
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SHOWMANSHIP THAT SELLS FROM VALIANT

A POWER-PACKED CAMPAIGN WORTHY OF A POWERFUL MOTION PICTURE

HERE ARE THE ADS THAT WILL MARK A NEW MILESTONE IN YOUR BOX-OFFICE HISTORY

A PRE-OPENING TEASER CAMPAIGN
FEATURING
The Seven Wonders
of the
Motion Picture World



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Ad Mat # T-1



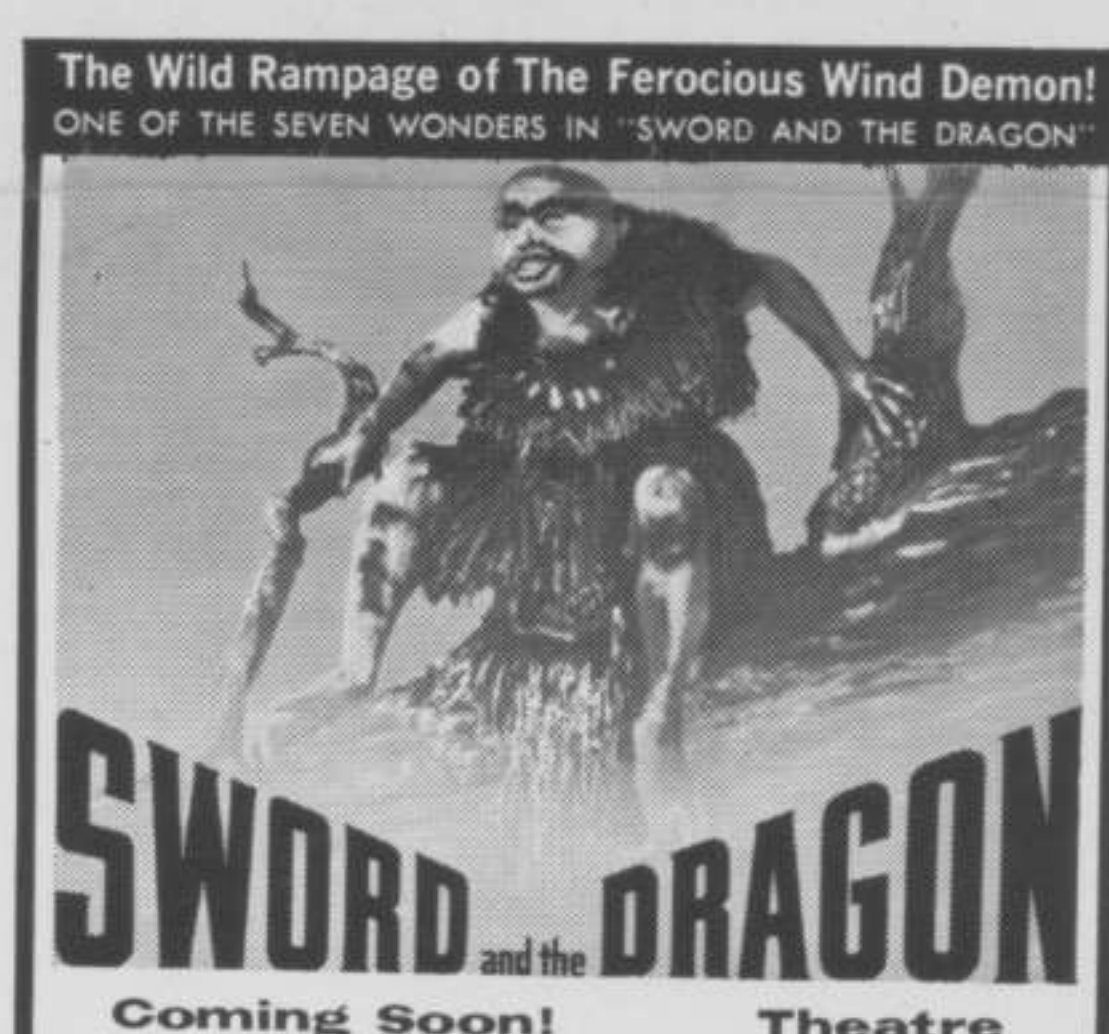
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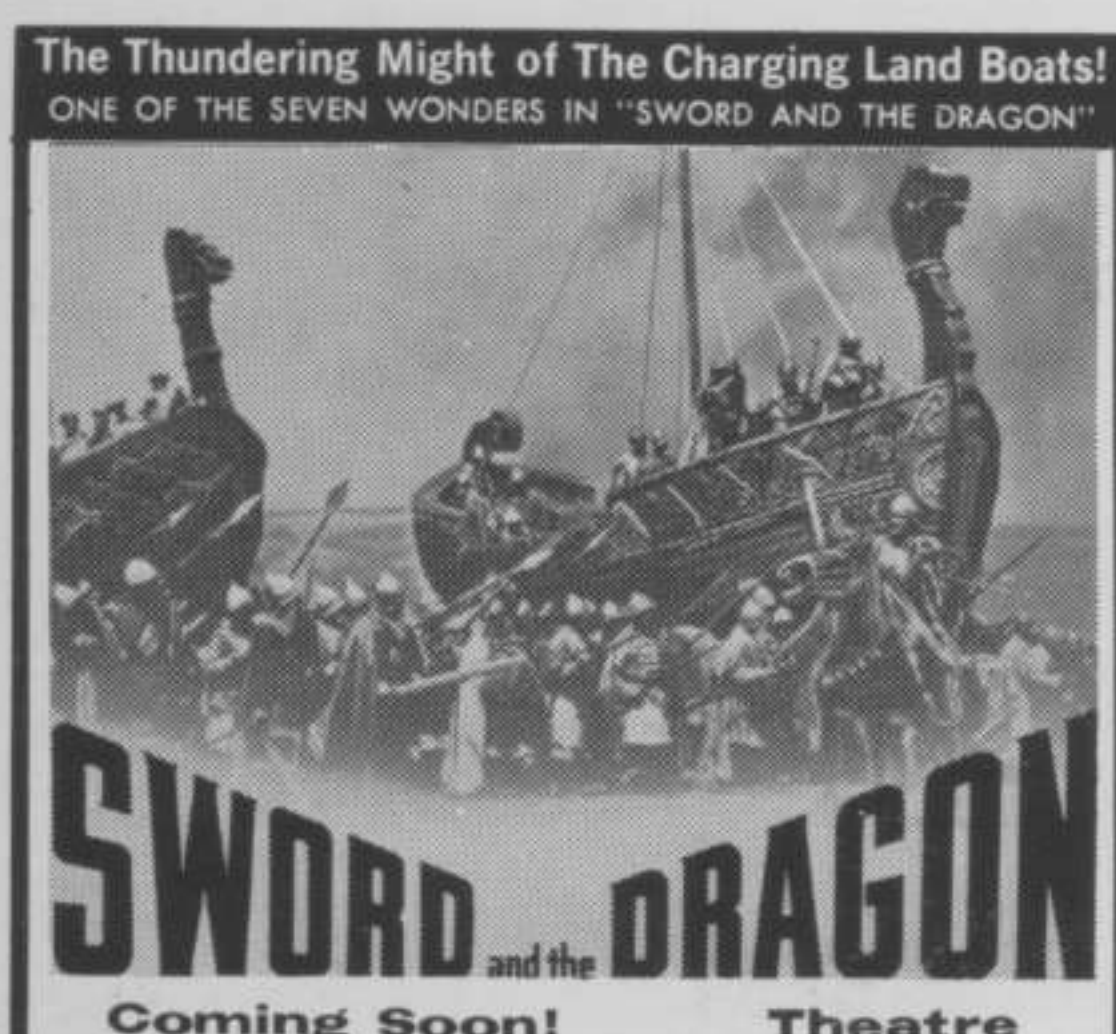
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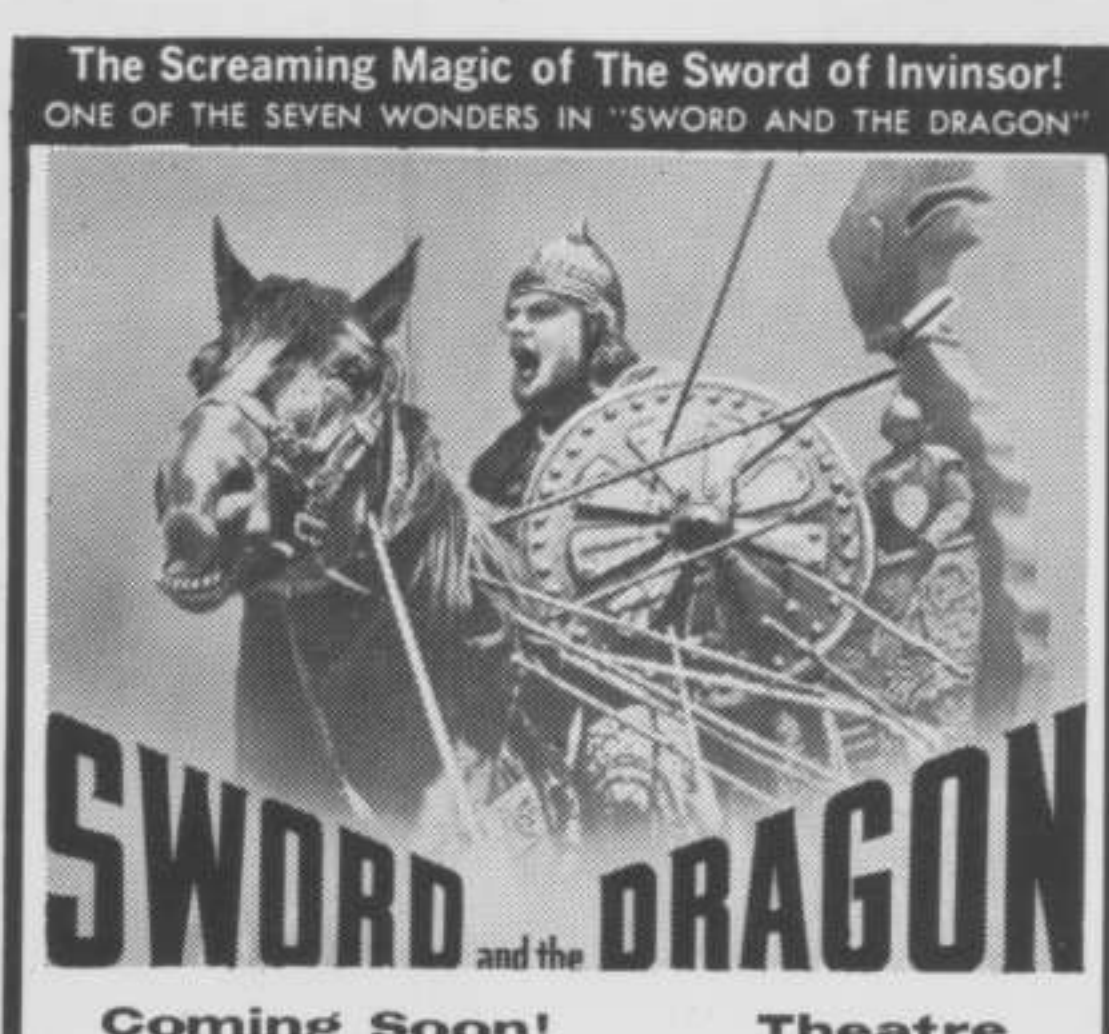
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Ad Mat # T-6



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Ad Mat # T-7

SHOWMAN\$HIP THAT \$ELL\$ FROM VALIANT

PRE-OPENING FULL PAGE AD

THE SEVEN WONDERS OF THE MOTION PICTURE WORLD!

FOUR YEARS IN THE MAKING!
CAST OF 106,000... 11,000 HORSES!
ON THE SCREEN
AT THE SAME TIME!

The Largest Cast Ever Used
In Any Motion Picture
IN THE FILM PROCESS NEWER THAN TOMORROW!

VITAMOTION

SWORD and the DRAGON

A JOSEPH HARRIS - SIG SHORE Presentation • A VALIANT Release • In Full Color • Wide Screen **VITAMOTION**

Tomorrow Theatre

available as 8 col. x 300 lines—(2400 lines)

Ad Mat #801

SHOWMAN\$HIP THAT \$ELL\$ FROM VALIANT

BIG PICTURES **DEMAND** BIG EXPLOITATION

OPENING FULL PAGE AD

**MAN against MAN...
MEN against MONSTERS!**

FOUR YEARS IN THE MAKING!
CAST OF 106,000... 11,000 HORSES!
ON THE SCREEN AT THE SAME TIME!
The Largest Cast Ever Used In Any Motion Picture
IN THE FILM PROCESS NEWER THAN TOMORROW!

VITAMOTION



SWORD and the DRAGON

A JOSEPH HARRIS - SIG SHORE Presentation - A VALIANT Release - In Full Color - Wide Screen **VITAMOTION**

Today Theatre

available as 8 col. x 300 lines—(2400 lines)

Ad Mat #802

ADVERTISING

DYNAMIC IN CONCEPT! GIGANTIC IN PRODUCTION!

THE SEVEN WONDERS OF THE MOTION PICTURE WORLD!

THE LARGEST CAST EVER USED IN ANY MOTION PICTURE!



SWORD and the DRAGON

A JOSEPH HARRIS - SIG SHORE Presentation - A VALIANT Release - In Full Color - Wide Screen - **VITAMOTION**

Theatre

4 col. x 90 lines—(360 lines)
also available as 6 col. x 133 lines—(798 lines)

Ad Mat #401
Ad Mat #601

DYNAMIC IN CONCEPT! GIGANTIC IN PRODUCTION!



SWORD and the DRAGON

A JOSEPH HARRIS - SIG SHORE Presentation - A VALIANT Release - In Full Color - Wide Screen **VITAMOTION**

Theatre

2 col. x 48 lines—(96 lines)

Ad Mat #202

A JOSEPH HARRIS - SIG SHORE Presentation

SWORD and the DRAGON

A VALIANT Release
In Full Color - Wide Screen **VITAMOTION**

Theatre

1 col. x 30 lines— Ad Mat #102

**MAN against MAN...
MEN against MONSTERS!**

FOUR YEARS IN THE MAKING!
CAST OF 106,000... 11,000 HORSES!
ON THE SCREEN AT THE SAME TIME!
The Largest Cast Ever Used In Any Motion Picture
IN THE FILM PROCESS NEWER THAN TOMORROW!

VITAMOTION



SWORD and the DRAGON

A JOSEPH HARRIS - SIG SHORE Presentation - A VALIANT Release - In Full Color - Wide Screen **VITAMOTION**


Theatre

2 col. x 80 lines—(160 lines)

Ad Mat #201

A Story of **MEN and MONSTERS!**

VITAMOTION



SWORD and the DRAGON

A JOSEPH HARRIS - SIG SHORE Presentation
A VALIANT Release
In Full Color - Wide Screen **VITAMOTION**

Theatre

1 col. x 68 lines— Ad Mat #101

SHOWMAN\$HIP THAT \$ELLS FROM VALIANT

SHOWMAN\$HIP THAT \$ELLS FROM VALIANT

FEATURES! ...STORIES! ...FILLERS! Use Them For Top Dollar Results!

"Sword and the Dragon" Epic Picture In Epic Style

For sheer size, served up in epic proportions, the "Sword and the Dragon" is the biggest production ever attempted in the history of the motion picture industry, at home or abroad.

In cast, it far exceeds anything ever conceived by De Mille. In sets, costuming, props and artifacts, it sets new goals in movie-making. In the magnificent sweep of its story and its casting it achieves new cinematic heights.

Produced in color, wide-screen and the revolutionary new filming process, Vitamotion, the "Sword and the Dragon" will open at the Theatre on

Presented in the United States by Joseph Harris and Sig Shore, and released by Valiant Films, the film required five years to produce from its conception to ultimate release. It deals with one of Europe's most beloved legendary folk heroes, Ilya Muromets - who lived in the 10th century - and whose exploits are part of the romantic mythology of most of western Europe.

Over the years the motion picture industry has glorified many folkloric heroes such as King Arthur, Robin Hood and Paul Bunyan. The story of Ilya Muromets had never been attempted because of its size and the cast and production problems it presented. In order to do the picture worthy of the subject a tremendous amount of research had to be embarked upon, plus an extremely large budget, to properly depict the hero and his times.

The final total budget of the picture was slightly over ten million dollars. Despite the publicized costs of many other high-budgeted pictures, the "Sword and the Dragon" is certified as the most expensive picture ever produced, anywhere, at any time.

TOP DIRECTOR ASSIGNED

In 1954, when it was finally decided to make the "Sword and the Dragon" the one logical choice to produce and direct it was Alexander Prushko, one of Europe's finest.

His background in motion pictures goes back forty years. Starting as a newspaper man, he became an itinerant actor and while touring Germany he decided to try the then budding motion picture industry. He started as a scene shifter and then a cameraman, gradually becoming one of the finest cinematographers in Europe, particularly in the use of color.

He was soon producing and directing. His work has received high international acclaim, most recently with awards at both Cannes and Milan Film Festivals.

In 1935, the late Louis B. Mayer of MGM Studios made Prushko an offer to come to Hollywood to both produce and direct pictures.

As soon as the production of "Sword and the Dragon" was announced, an army of top researchers and writers was sent virtually all over Europe armed with notebooks, cameras and tape recorders to gather material on Ilya Muromets.

As one of the most revered heroes in the folk mythology of such countries as Poland, Eastern Germany, Finland, Austria and Czechoslovakia, among others - it was found that there was no definite history of Muromets and that there were variations of the Muromets legends. Many were not written and were passed on by word of mouth. Other versions were in the form of folk ballads and chants.

The research teams brought back enough written and tape recorded material to fill ten books. Two years were required to correlate the research and complete the screen play.

Meanwhile, a crew of top artists and theatrical designers spent three years in researching every aspect of the life and the customs of 10th century Europe, the time in history of the Muromets legends. They turned out thousands of sketches and finished drawings which were the basis for the costumes, jewelry, arms and armor and the homes and vast palaces of the time.

More than 106,000 actors were used in the picture as well as 11,000 horses. The Vitamotion scenes in which they cross the giant screen in

one overwhelming wave is a once-in-a-lifetime cinematic event.

To clothe the actors, more than 200,000 costumes were produced. Designs were collected from Europe's foremost museums, libraries and from private collections. Similar intense research went into designing the more than 150,000 separate pieces of armor and armaments.

SCENES IN EPIC GRANDEUR

Two years were required to produce the costumes, the arms and the armor as well as the jewelry, props and artifacts, used in the picture. A special factory employing 1500 artisans was opened for this purpose. Trained experts were obtained to teach present day artisans many of these long forgotten crafts.



DEATH TO THE DRAGON. The mighty knight, Ilya brings the fierce battle with the Tugars to a close when he slays the monstrous three-headed, fire-breathing, flying dragon. Here he is shown in single attack against the demon with the Magic Sword of Invinsor. Scene Mat 2C

Finding 11,000 horses and transporting them to the picture location was no small feat, especially in a Europe which is rapidly mechanizing its farms and where the dray horse long ago gave way to the automobile.

Making the "Sword and the Dragon" presented a logistical problem equivalent to moving, feeding and supplying an entire army corps. On the day when the huge battle scenes were shot, Prushko noted that there were more men and horses than were in Hannibal's armies.

The "Sword and the Dragon" tells a warm story of human courage, strength and loyalty. It is entertainment on the grand scale for the entire family. Replete with action and spectacle, it crowds into its hour and a half memorable fantasy, swaggering heroics, broad and subtle humor, filial and patriotic devotion and a richness and ornateness of production never before equalled in run-of-the-mill motion pictures.

Making the picture a memorable fantasy, a three-headed fire-breathing flying dragon plays a prominent role in the picture - until dispatched by Ilya Muromets' trusty magic sword. A one-thousand pound man - a true living giant - is also in the picture as well as a Wind Demon who levels entire villages and uproots forests with his mighty blasts, mark a new high in motion picture monsters.

They are so realistic in execution and actuation as to stagger one's credulity.

100 Assistant Directors Aid In "Sword and the Dragon"

In making the "Sword and the Dragon," 106,000 actors were used in the mass migration and battle scenes. One hundred assistant directors were used to explain the action to the masses of extras and to have them ready and in position for the day's shooting. Because it was virtually impossible to have this amount of extras go through the wardrobe department daily, three complete costumes were issued to every actor. For the entire production period, they discarded daily dress and lived in these costumes until the shooting was completed. The 106,000 actors were divided into groups of 5,000 each under an assistant director and a group of assistants. Because they wore their costumes at all times, they were always ready to go before the cameras.

(Feature Length Story) "SWORD and the DRAGON" SAGA OF MEN, MAGIC and MONSTERS

Every country has its folk lore. There are many versions of all the popular folk legends all over the world. Because the legend was natural development of man's need for socializing, after he learned to communicate, the legend or folk tale was his first history, his first newspaper. For centuries - up to present times - these stories, some based in fact, others sheer fantasy, have been passed on from generation to generation.

As the nomadic people moved about Europe, and over the seas, their legends went with them. With each retelling the plots were refined and embroidered as they were passed on.

In the early dawn of civilization, earning the daily bread and keeping alive against the ravages of the elements and marauding animals was man's paramount occupation. Often times, man's battle to exist called for extreme bravery and skill. From the exploits of the bravest and most enterprising of these came the plots which today are the basis of many of our folk tales. The story of the "Sword and the Dragon" now playing at the theatre, is one of the greatest of the European folk-tales.

Life between the sexes has changed little from what it was then. The bravest men were the most admired. Soon the legends were extolling other qualities in addition to bravery. These additional attributes - added to the tales to please the ladies - were honesty, high purpose and the desired physical characteristics of great strength and handsomeness.

As man progressed up the developmental ladder, the tales grew with him. He had commenced to recite them in a simple poetic meter in a form of doggerel. In this way they could be more easily remembered, as he recited them around campfires to wile away the lonely nights. Eventually he applied a rudimentary tonal pattern to the couplets and they became simple songs or ballads.

Some students of man's early history believe that the ballad and the chant was the forerunner of our present day religious prayers. Before the advent of Christianity, simple objects of nature such as stones, trees and water were looked upon as deities.

LEGENDS DEVELOPED SLOWLY

Later, the more complex societies that developed worshipped animals, the sun and the elements. Eventually, images carved in the likeness of man were prayed to, and revered as gods.

These prayers usually started as simple declarative statements, and as the culture developed, they evolved into couplets, longer poems, chants and eventually songs.

When man banded together for mutual protection and created family and social units in order to survive, his need for communication increased.

This communication usually took place in caves or rude huts or around the campfires at night. Here they recounted the stories of the day's activities or some unusual aspect of it.

Initially, when existing vocabularies were limited, the story tellers acted out portions of the recitative. What first started as simple recitals of the day's events was added to and enlarged upon on the telling and retelling, until they developed into the folk tales as we know them today.

It is not known exactly when the stories began to get fanciful and begged the truth. Certainly it is not because the people who made up those simple societies had developed guile and had become devious.

Again, historians tell us that it was necessary to embellish the truth in these tales, because the bare truth - moralists to the contrary - many times did not have the glamour or the romance of the embroidered tale. So it came to pass that the heroes of the tales - the tales always dealt with heroes - were all handsomer and stronger than any person ever was. As the tales were retold, the hero became stronger and stronger,

braver and braver and handsomer and handsomer. Where he might have originally killed a succulent lizard for a fine stew, the manytimes told tale had him fighting a death battle with a fiery-tongued dragon.

As the need for the communal gathering deepened and their sense of religious devotion developed, religious themes were reserved for more serious moments.

In the early socio-religious societies, the elders of the group - simply because they had lived longer - usually told the tales and recited the ballads. Actually, because they were too old to hunt and fight, one of their functions around the settlement was as an entertainer. It was he who nightly spun the tales of the bravery and the folk heroes while the tired hunters and workers took their ease around the campfires.

The themes of the tales as they came to us from the folk lore of the world, number into the thousands. Strangely enough, however, there is a sameness about them, in that vast majority deal with grand heroes and fighters for the right.

FOLK TALES WORLD-WIDE

We know that thematically these folk tales and legends have moved all over the world. As man became a wanderer looking for new lands to support him, he took his stories with him.

As they were retold, they were altered, adapted to them local themes and characters. These folk tales in turn became the folk lore of that region. Dr. Elton Ferry, one of our foremost musical historians and expert on ancient picturegraphs and writings, has found a vast similarity in the hero-gods of Indonesia and Burma to those of Western Europe in what is now Germany. The parallels are startling even to the use of the same name of the gods and men-heroes.

Dr. Ferry found that the ancient Persian folk heroes have their exact parallels in Japan and among the Eskimos and the American Indians. Obviously these tales moved with these peoples as they migrated all over the face of the earth long before man's recorded history.

In most instances, the links in the stories are well established; however, the mystery is how they were transplanted from continent to continent, long before man could communicate by writing, long before man took up the art of boat building and took to the seas.

Who were these early balladeers? Who were these early meistersingers who not only travelled from camp to camp but from region to region - and from continent to continent?

Europe has a vast array of folk heroes. To a European, these heroes conjure visions of the purest, bravest and most honest men ever put on this earth.

In Europe the folk legend too began as the ballad and later developed into a form of epic poem called the Bylina. These dated mostly from the 10th century through the 12th century.

Some folk legends have passed on into the classic literature of various countries and represent some of the highest monuments to their national cultures. Good examples of these are the "Iliad" and the "Odyssey" in Greek literature, "The Songs of Roland" in French literature and the German "Nibelungenleid," and the many Irish "Sagas."

The tales that came out of these regions told the true story of these people who struggled incessantly - and successfully - against external

enemy hordes who tried for centuries to enslave the people and appropriate the lands.

This history of this ancient struggle provides infinite examples of patriotism and valour by heroic warriors. Byzantine historians have written that the European people of this era were honest, courageous and strong. The warriors who later became nobles for the reigning princes, considered it their unalterable code of honor to defend their homeland and to lay down their lives for it if need be. The stories that developed about them in this socio-historic development are varied. The individual heroes that evolved from the tales were called "men of the big swords and big courage."

BYLINAS, EARLY LEGENDS

The bylinas, or heraldic tales, are a historical day to day chronicle of the "people's" life. They are an inexhaustible source of ardent patriotism for in their poetic imagery the people constantly expressed their love of country, their dreams and aspirations and their hopes for a better and happier life.

Historians have uncovered almost two thousand separate bylinas and about one hundred different bylina story-lines have been discovered.

Famous painters and composers have at one time or another used the bylina as source material for their most famous works.

Strangely enough, the bylina has never been put into dramatic form. They have never been performed in the theatre, primarily because the live theatre is too confining. The proper presentation of any of the bylinas required hundreds of horses, thousands of men and vast amounts of flying spears and arrows and clashing swords and clanking armor.

The bylinas are essentially action pieces and cannot be rewritten to take place solely in the palace and in a native village. Their plot delineates through courageous battle and the suppression of plotting and intrigue, all culminating in a tremendous war of movement.

The screen presented the best opportunity for the proper presentation of these epics. However, so sacred are these heroes to the European people that they could never countenance a perfunctory or slipshod presentation.

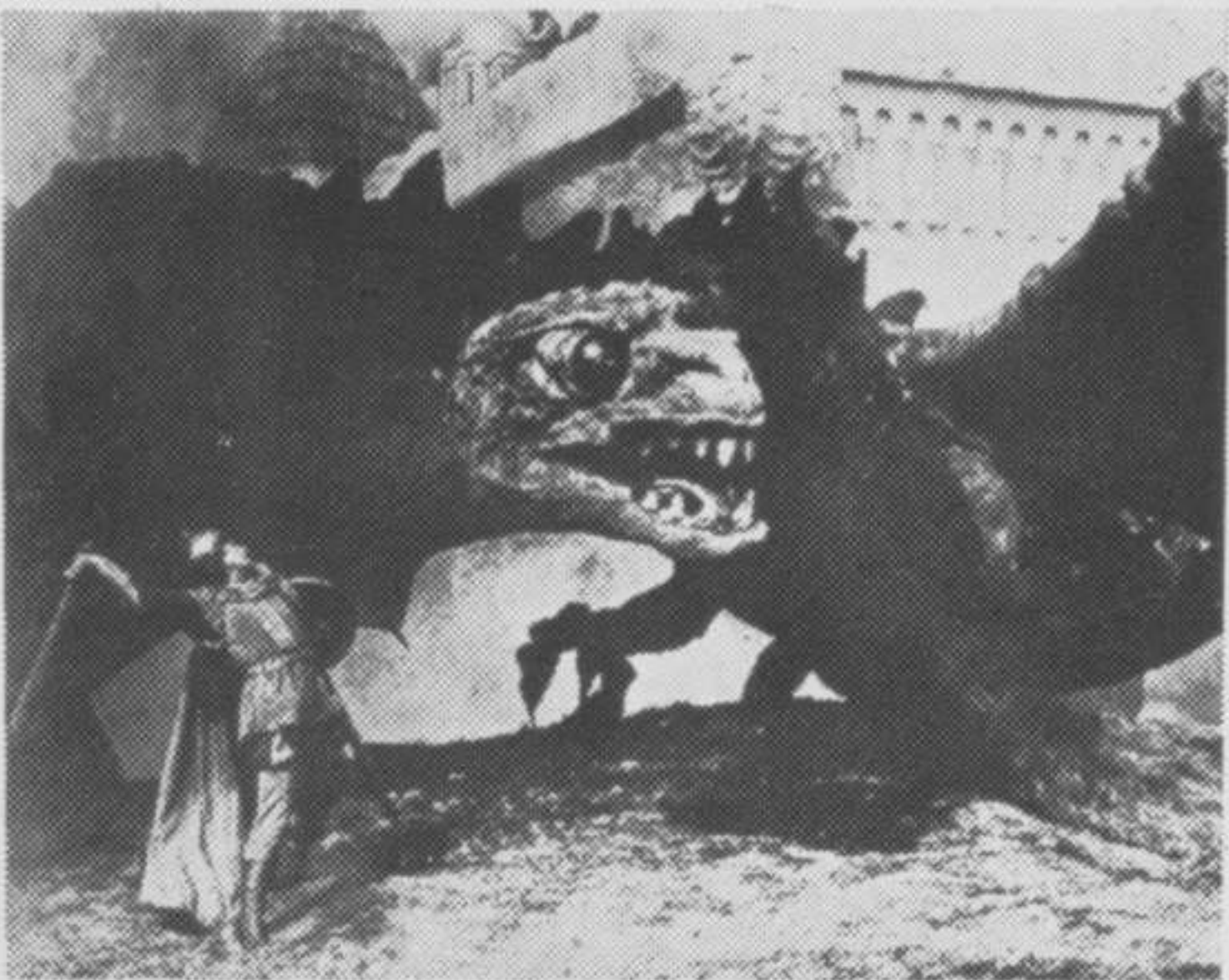
New cinema techniques such as extreme wide screen, stereophonic sound and new and glorious color had been developed which were ideally suited to make a cinema epic of Ilya Muromets, a true accolade to this singular hero.

Ilya Muromets is everything that is noble and good in any man. Specifically, he was the defender of the land, a man of remarkable prowess, a legendary hero who frees his country from enemy invasion.



\$HOWMAN\$HIP THAT \$ELL\$ FROM VALIANT

HERE ARE SEVEN OF MANY AMAZING SCENES IN SWORD and the DRAGON



A DEATH BLOW FOR THE MIGHTY DRAGON! The fierce three-headed Flying Dragon which spews searing flames is one of the incredible monsters in the "Sword and the Dragon," the mighty motion picture now playing at the.....theater. The monster, constructed full size, is actuated by an intricate electronic system. Here, Ilya Muromets, the hero of the picture is shown killing the dragon with his magic sword of Invinsor. Scene Mat 2C



THE VICIOUS TUGAR HORDES ATTACK! The semi-civilized Tugar soldiers of the ruthless chief, Kalin, are shown being deployed in the field prior to going into battle against the armies of the good Prince Vanda. This scene, one of the high spots of the "Sword and the Dragon," soon to be seen at the.....theater, eventually shows more than 60,000 men and 8,000 horses moving across the mighty screen at one time. Scene Mat 2D



THE WIND DEMON BROUGHT TO BAY AT LAST! The ferocious Wind Demon has the ability to blow down entire villages or uproot mighty forests with his whistle that blows like a tornado. Here he is shown after his capture by Ilya Muromets, hero of the "Sword and the Dragon," currently playing at the.....theater. The Wind Demon is one of the most amazing creatures ever to appear in a motion picture. Scene Mat 2E



ORIENTAL RITES BEFORE THE BATTLE. The night before the ruthless Tugars go into battle against the troops of good Prince Vanda in the "Sword and the Dragon," soon to be seen at the.....theater, a series of oriental ceremonies and rites are held. Here a lovely Tugar dancing girl is shown wielding a sharp blade in the intricate dagger dance. The ceremonies take place at the Tugar camp before their chief, Kalin. Scene Mat 2F



LIVING MEN FORM A LIVING MOUNTAIN! One of the spectacular scenes in the epic motion picture, the "Sword and the Dragon," is the one in which Kalin, the Tugar chief, in the heat of the battle that is going against him, calls for his warriors to build him a mountain of men so that he can see the progress of the battle on the plain before him. Here Kalin is shown riding to the top of the 1,000-foot-high human mountain. Scenes like this one have never been attempted in motion pictures before. Scene Mat 2G



THE GIGANTIC 1,000 POUND ENVOY. A sight to tax one's credulity is the 1,000 pound giant who acts as the envoy from the vicious Tugars to the good Prince Vanda's kingdom in the picture, the "Sword and the Dragon" soon to be seen at the.....theater. The giant man was found working in a northern lumber camp before being cast for the picture. The history of the cinema has never seen his equal in a living man. Scene Mat 2H



MIGHTY LAND BOATS NEVER SEEN BEFORE. The men who researched the epic motion picture the "Sword and the Dragon," soon to open at the.....theater found that in the 10th century peculiar land boats were used extensively, particularly on the Caspian Sea. When used in battle, the boats could be rolled out of water on huge wheels they carried and were pushed along by hundreds of warriors. As they moved into battle, they acted as a land tank, giving protection to the soldiers inside. Scene Mat 2I

THESE MATS WILL GET YOU
BIG SPACE WHEN PLACED
AS A SINGLE LAYOUT OR A
DAILY PICTORIAL FEATURE.

(It's a natural for Sunday or Week-end Supplements)

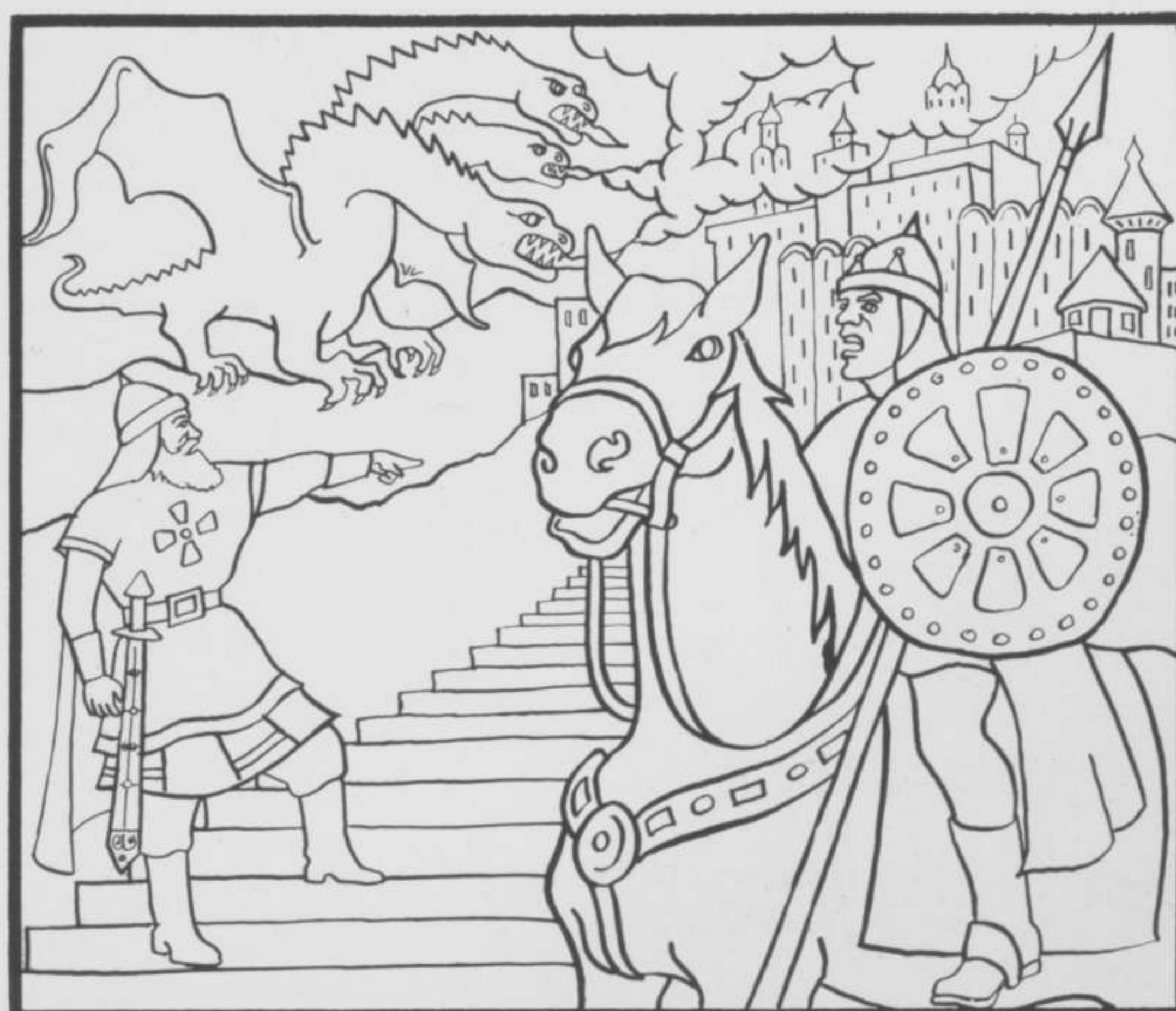
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SWORD and the DRAGON AN EXPLOITATION PICTURE UNLIKE ANY OTHER

SPECIAL COLORING CONTEST WITH DISPLAY DESIGNED TO PLEASE ALL CONTESTANTS!

In keeping with the many exciting highlights of "Sword and the Dragon" we have designed a coloring contest that will be more interesting for the children - and will sell more tickets for you. It will include a scene taken from the "7 wonders theme." The entry blanks will be perfect for give-aways in your lobby well in advance of your date - or slipped into the Sunday

In keeping with the many exciting highlights of "Sword and the Dragon" we have designed a coloring contest that will be more interesting for the children - and will sell more tickets for you. It will include a scene taken from the "7 wonders theme." The entry blanks will be perfect for give-aways in your lobby well in advance of your date - or as package stuffers for local super markets - or slipped into the Sunday comic section by your news dealers. \$25, \$15 and \$10 will be good prizes for the first, second and third winners respectively. However, we feel that with a contest of this sort all entrants should be rewarded. Therefore, we suggest that you make up lobby displays with the entries of as many contestants as possible - if practicable divide these by age groups. All youngsters (and their parents) will want to come to your theatre to see their (or their friends) entries on display. Entry blanks are available from: Valiant Films, 1560 Broadway, New York 36, N.Y. - or through your local Valiant office. If you prefer, we can provide you with the artwork and you can have it made up locally.

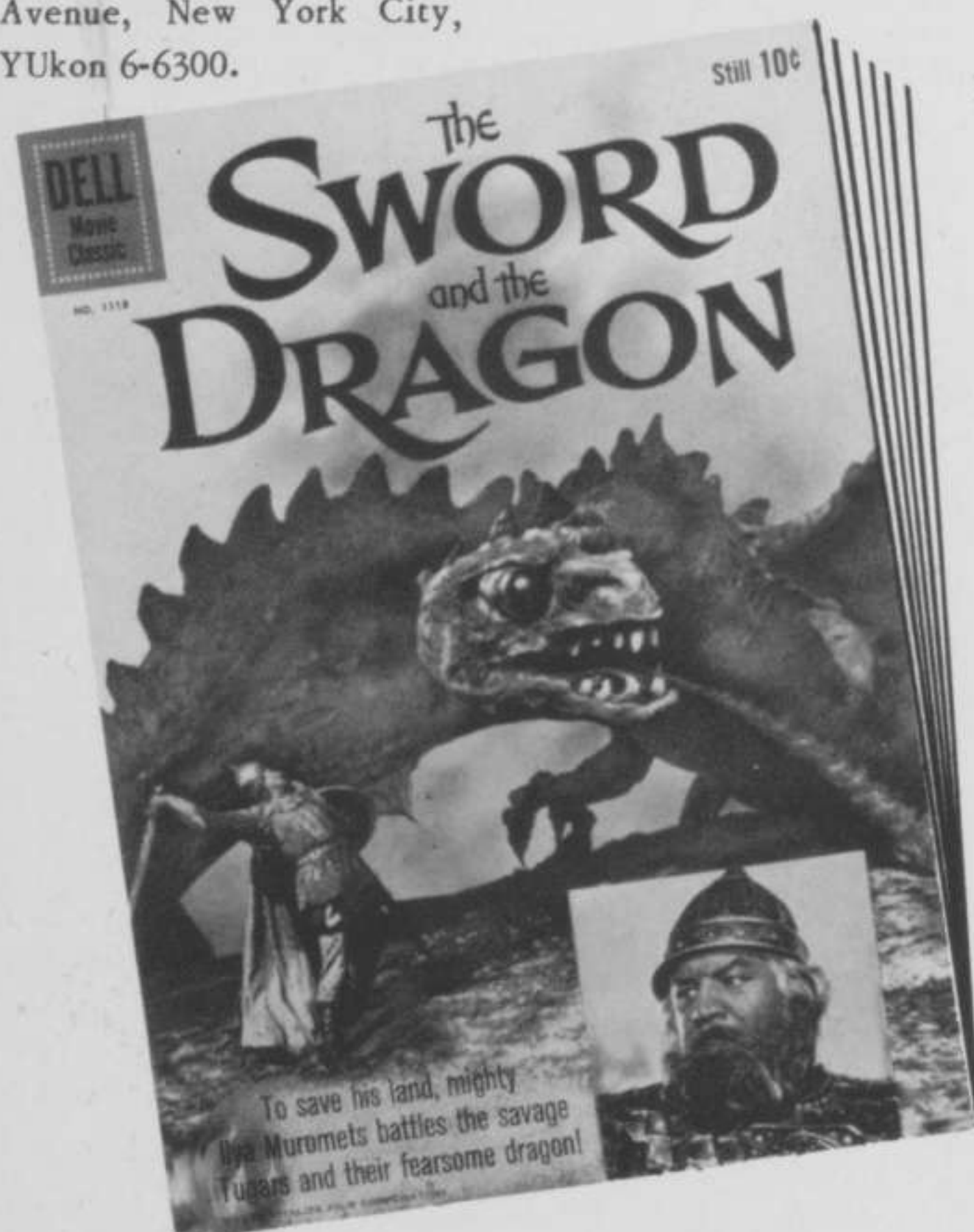


Mat 3A.

DELL PUBLISHING PROMOTES "SWORD AND THE DRAGON" COMIC BOOK THROUGHOUT THE COUNTRY!

The comic book on "Sword and The Dragon" published by Dell is now on sale on newsstands throughout the country. Backed by point-of-sale displays, a million copies are prominently displayed on newsstands in terminals, drug stores, street corners, etc. This is a real plus for it reaches the age group that is your biggest potential market.

USE AS GIVE-AWAYS: These comic books are terrific as prizes for local contests or as give-aways to the first hundred children buying tickets, etc. Extra copies are available. For orders and discounted price schedule, contact: Mr. Bob Markel, Dell Publishing, 750 Third Avenue, New York City, YUkon 6-6300.



"NAME THE DRAGON" CONTEST

The reason the fire-breathing Dragon is so mad is because he has no name, of course. The youngsters (and probably some adults, too) would like to help name him. Have a "Name the Dragon" Contest with \$25, \$15 and \$10 for the first, second and third prizes respectively. To keep this from becoming too competitive and to have a lot of happy winners instead of just the top three - you might give a free "Sword and The Dragon" comic book to all entrants - or, at least, the first 50. If you have a children's matinee, you might read some of the entries over the mike - the youngsters will get a real boot out of hearing their names called.

TV Story Board and Script Available... Perfect for Local Children's Programs!

Your local childrens' TV programs are always hungry for new material. Aware of this need, we have prepared a special kit consisting of a Story Board and script that will fit perfectly into any childrens' program. The script is written in a fairy tale fashion starting with "Once upon a time" and ending with "...and they lived happily ever after" - this narration is matched to a sequence of 10 stills and a title card (these are mounted and printed according to TV requirements). This is an excellent way for you to get extra publicity - it will be appreciated by the TV station and enjoyed by the youngsters. Kits can be ordered from: Valiant Films Corporation, 1560 Broadway, New York 36, N.Y. - or from your local Valiant office.

Screenings for "Opinion Makers" "SWORD and the DRAGON" Sure be get Enthusiastic Support of Religious and Educational leaders!

"Sword and the Dragon" is the perfect childrens' picture. A Hans Christian Andersen-type fairy tale, it is a massive and sweeping saga of the triumph of good over evil. Invite your local PTA and religious leaders to a special screening - and encourage them to bring their children. You can not fail to get their support for "Sword and the Dragon" - if they endorse one picture a year, this will be it. It is a wholesome and colorful entertainment designed to please children and delight adults.

MOVIE QUESTION and ANSWER BOX!

Q. I have just seen "The Sword and The Dragon" and it seemed to me that this was the biggest picture ever made. Is this really so? - Fred Shore

A. Yes. As a matter of fact, the statistics on "The Sword and The Dragon" are staggering. 200,000 costumes had to be made for the cast of 106,000. 11,000 horses had to be fitted with saddles, bridles, etc. 100,000 swords were used - to say nothing of daggers, clubs, maces, spears and cross-bows. Whole villages were built and Prince Vanda's fabulous palace, which was created especially for this film, is one of the big tourist attractions in Europe this summer.

\$HOWMAN\$HIP THAT \$ELL\$ FROM VALIANT

Theatre Tie-Ins

Tie-In With Local Sporting Goods Shops:

Have your local sporting goods shop provide distinctive trunks (i. e., leopard skin, or pink bikini) or whatever they have in stock) for all "Dragon Killer" contestants. Part of this contest can be turned into a fashion show for them. They also could use some of the photo contest entries in a display showing how terrific a man can look in their trunks.

SODA FOUNTAIN TIE-IN:

Have the local soda fountain make up special "Sword and the Dragon" sodas and sundaes — perhaps a "Dragon's Blood" sundae with strawberry ice cream and sauce — or a "Green Dragon" with pistachio ice cream and sauce. His prize to the "Dragon Killer" can be all the sodas and sundaes he can consume in a one week period. He could also have his own little contest with someone challenging the "Dragon Killer" to an ice cream eat-off.

CIVIL DEFENSE TIE-IN:

This organization is interested in enrolling new volunteers and in gaining the attention of young adults. They can reach exactly this group by joining in the contest fun. Have a local Civil Defense official present a scroll or plaque to the contest winner recognizing him as official Dragon Killer for the Civil Defense program. Their angle could be, "Dragon killing is only one phase of your Civil Defense Program" — and use this as a springboard for their more serious message.

"DRAGON KILLER" CONTEST A Real Fun Event Loaded with Store-Tie-Ups:

Tie-Up With Local Gym and Photo Stores to Elect A "Dragon Killer"

Get your gym to sponsor a contest to elect one of your local muscle boys as official "Dragon Killer" for your city. This competition can be held at either your theatre or at the gym. Your local photo store can sponsor a contest for the best pictures taken at this event — either of the contestants or the spectators. A lot of fun will be had by all and between your theatre lobby, the gym and the photo store you should have enough room to display all entries.

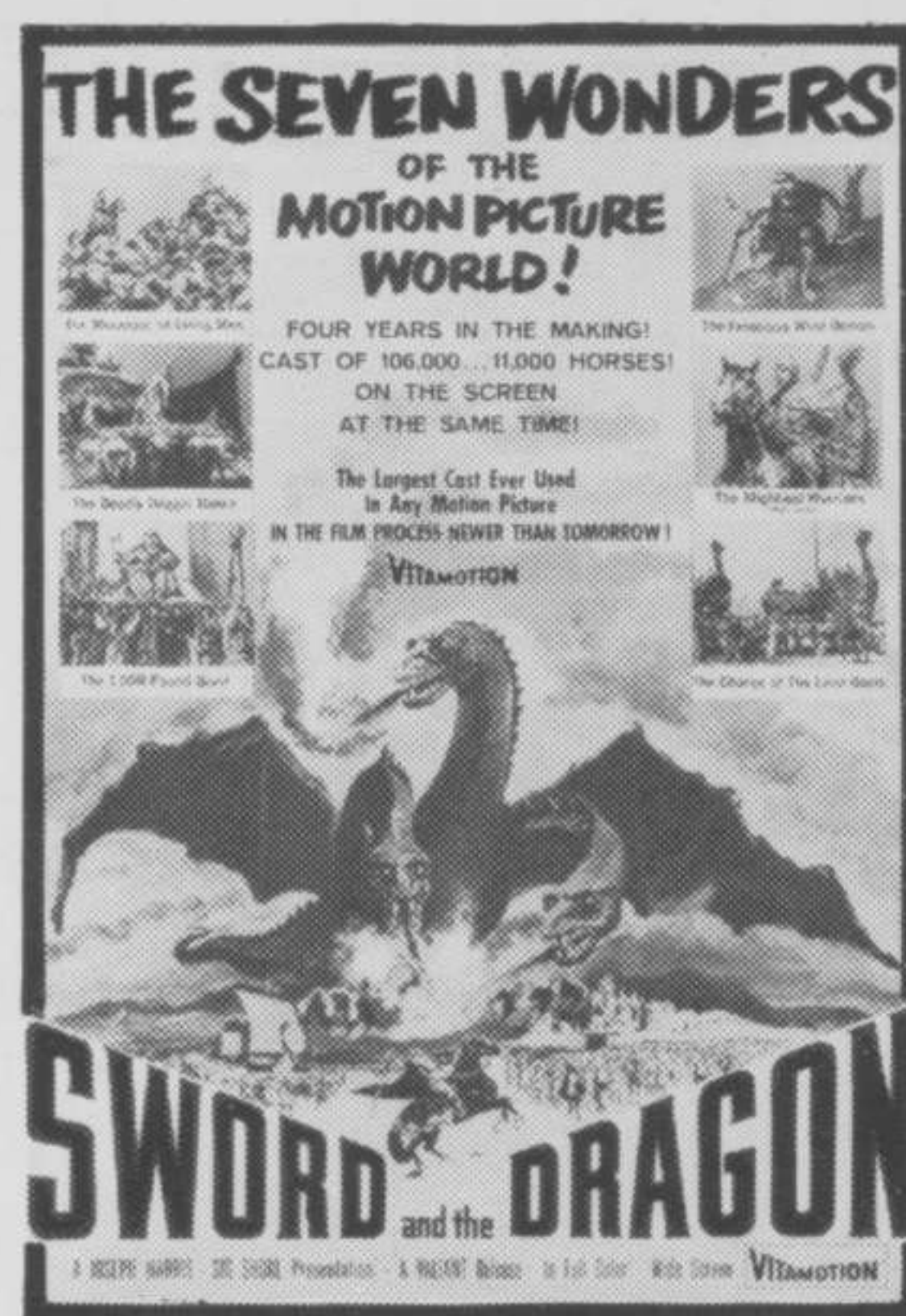
DRUG STORE TIE-IN:

Have your local drug store tie-in with a vitamin endorsement — "The Dragon Killer owes his strength to Brand X" — you might give a free vitamin tablet to everyone present the night of the judging.

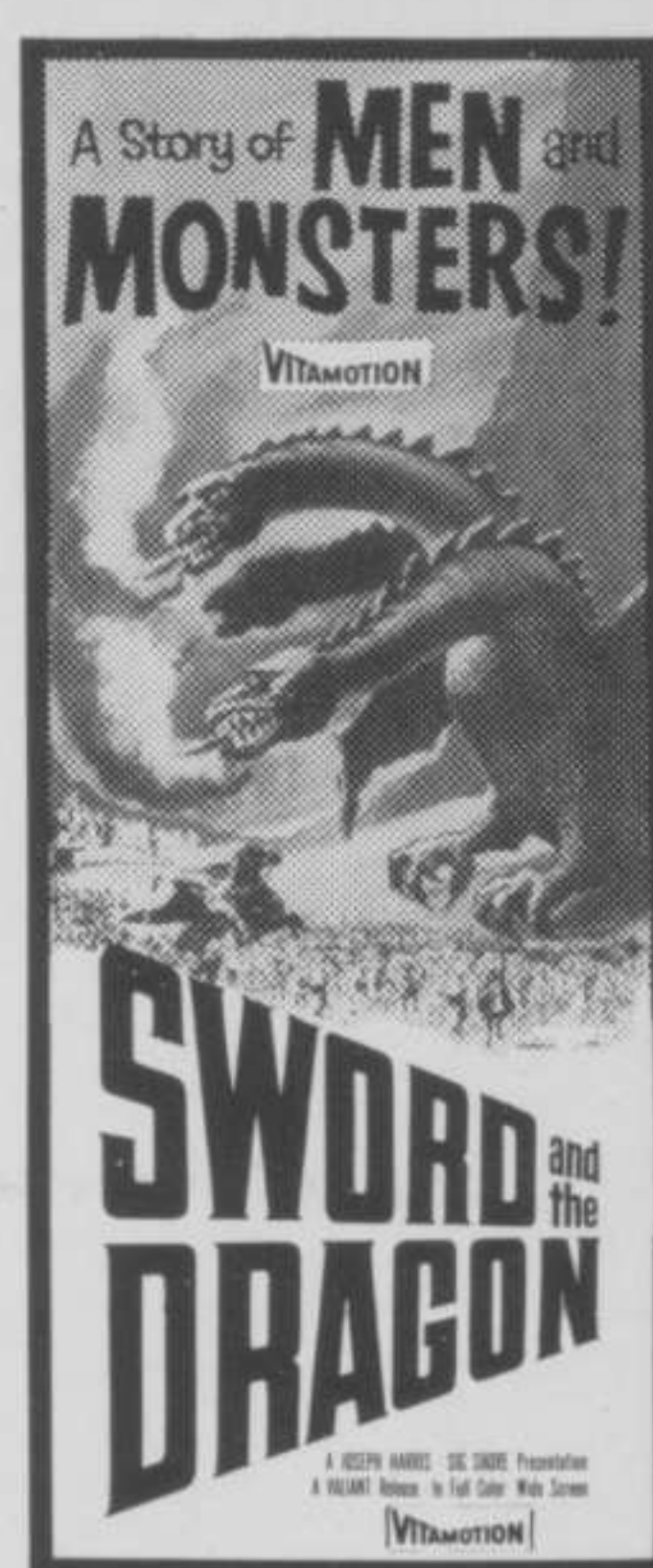
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